



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Patent and Trademark Office**

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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. |
|-----------------|-------------|----------------------|---------------------|
| 09/236,886      | 01/26/99    | HIRONO               | 7217/57620          |

WM01/0717

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EXAMINER

GOOD JOHNSON, M

ART UNIT

PAPER NUMBER

2672

11

DATE MAILED: 07/17/01

**Please find below and/or attached an Office communication concerning this application or proceeding.**

**Commissioner of Patents and Trademarks**

# Office Action Summary

Application No.

09/236,886

Applicant(s)

HIRONO, CHIHARU

Examiner

Motilewa A. Good-Johnson

Art Unit

2672

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

## Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133).
- Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

## Status

- 1) ☒ Responsive to communication(s) filed on 03 May 2001.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

## Disposition of Claims

- 4) ☒ Claim(s) 1-26 is/are pending in the application.
- 4a) Of the above claim(s) none is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-26 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

## Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
- 11) ☐ The proposed drawing correction filed on \_\_\_\_\_ is: a) ☐ approved b) ☐ disapproved by the Examiner.  
If approved, corrected drawings are required in reply to this Office action.
- 12) ☐ The oath or declaration is objected to by the Examiner.

## Priority under 35 U.S.C. §§ 119 and 120

- 13) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).  
a) ☐ All b) ☐ Some \* c) ☐ None of:  
1. ☐ Certified copies of the priority documents have been received.  
2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.  
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).  
\* See the attached detailed Office action for a list of the certified copies not received.
- 14) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. § 119(e) (to a provisional application).  
a) ☐ The translation of the foreign language provisional application has been received.
- 15) ☐ Acknowledgment is made of a claim for domestic priority under 35 U.S.C. §§ 120 and/or 121.

## Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892) 4) ☐ Interview Summary (PTO-413) Paper No(s). \_\_\_\_\_
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948) 5) ☐ Notice of Informal Patent Application (PTO-152)
- 3) ☒ Information Disclosure Statement(s) (PTO-1449) Paper No(s) \_\_\_\_\_ 6) ☐ Other: \_\_\_\_\_

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### DETAILED ACTION

1. This action is responsive to communications: application, filed on 01/26/1999; Priority filed on 01/26/1999; Preliminary Amendment A, filed on 03/22/1999; Amendment B, filed on 05/03/2001.

**This action is made final.**

2. Claims 1-26 are pending in the case. Claims 1, 9, 16 and 23 are independent claims. Claims 1, 9 and 16 have yet been amended. Claims 23-26 have been added.

3. The present title of the application is "Information Displaying System, Information Providing Apparatus, and Information Providing Method" (as originally filed).

### ***Claim Rejections - 35 USC § 102***

4. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless --

(e) the invention was described in a patent granted on an application for patent by another filed in the United States before the invention thereof by the applicant for patent, or on an international application by another who has fulfilled the requirements of paragraphs (1), (2), and (4) of section 3718 of this title before the invention thereof by the applicant for patent.

5. Claims 1-26 are rejected under 35 U.S.C. 102(e) as being anticipated by Dunworth et al., U.S. Patent Number 5,930,474, "Internet Organizer for Accessing Geographically and Topically Based Information", class 395/200.47.

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An per independent claim 1, **an information displaying system including a server apparatus . . . for displaying system for displaying information corresponding to a geographical location comprising: display commanding means . . . ; Dunworth et al. discloses in col. 18, lines 60-67; information displaying means . . . ; Dunworth et al. discloses in col. 19, lines 46-57; first data storing means for storing map drawing element data . . . ; Dunworth et al. discloses in col. 13, lines 7-19; second data storing means for storing said geographical location corresponding to contents displayed . . . ; Dunworth et al. discloses in col. 18, lines 39-54; and map drawing command means . . . for searching said first data storing means to draw said map corresponding to said geographic location . . . in accordance with a command received from said map drawing commanding means . . . Dunworth et al. discloses in figure 5.**

With respect to dependent claim 2, **. . . third data storing means for storing advertisement data displayed by said information displaying means and for storing second attribute information representing an attribute of an advertisement; and advertisement display commanding means . . . to display said advertisement having said advertisement data obtained from said third data storing means . . . Dunworth et al. discloses in figure 14, element 1430.**

With respect to dependent claim 3, **. . . said first attribute information is a business category corresponding to said identification code. Dunworth et al. discloses in figure 2B.**

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With respect to dependent claim 4, . . . **said second attribute information is a business category of said advertisement.** Dunworth et al. discloses in figure 14, element 1430.

With respect to dependent claim 5, . . . **said second attribute information is location information of said advertisement.** Dunworth et al. discloses in figure 13, element 1315.

With respect to dependent claim 6, . . . **said second attribute information is time information of said advertisement.** Dunworth et al. discloses in col. 21, lines 43-57.

With respect to dependent claim 7, . . . **said second attribute information stored in said third data storing means is composed of: contents of said advertisement; geographical location information of said advertisement; a business category of said advertisement; and an effective period of said advertisement.** Dunworth et al. discloses in col. 20, lines 45-65 and in col. 21, lines 43-57.

With respect to dependent claim 8, . . . **display commanding means includes linking means for linking said map drawing commanding means and said advertisement display commanding means.** Dunworth et al. discloses in col. 21, lines 48-49.

As per independent claims 9 and 16 and dependent claims 10-15 and 17-22 respectively, they are rejected based upon similar rational as above independent claim 1 and dependent claims 2-7 respectively.

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As per independent claim 23, **"an information system . . . comprising: geographical information acquisition means accepting an identification information form outside . . . Dunworth discloses in figure 2A; advertisement information acquisition means generating advertisement display information . . . Dunworth discloses in figure 2C; said server comprises displaying commanding means setting an unique identification information . . . Dunworth discloses in col. 19, lines 1-14; said information displaying apparatus comprises server access means . . . Dunworth discloses in figure 1; selection means selecting said unique identification information set . . . Dunworth discloses in col. 18, lines 60-67; and display means performing image display process . . . Dunworth discloses in 3, element 335.**

With respect to dependent claim 24, **" . . . geographical image is displayed . . . , image indicating advertisement . . . and a location corresponding to at least one of said advertisement is not indicated on said geographical image drawn."** Dunworth discloses in figure 15.

With respect to dependent claim 25, see above rejection for dependent claim 2 above.

With respect to dependent claim 26, **" . . . first and second attribute information include no information relating to a geographical location."** Dunworth discloses in col. 5, lines 60-65.

### ***Conclusion***

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Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the date of this final action.

6. Any response to this action should be mailed to:

**Box AF**

Commissioner of Patents and Trademarks

Washington, D.C. 20231

or faxed to:

(703)-308-9051 (**formal** communications intended for entry),

Or:

(703)-305-9724 (**informal** communications labeled **PROPOSED** or **DRAFT**).

Hand-delivered responses should be brought to:

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Sixth Floor Receptionist, Crystal Park II, 2121 Crystal Drive, Arlington, VA.

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Motilewa Good-Johnson, whose telephone number is (703)-305-3939 and can normally be reached Mondays - Fridays from 8:00 AM to 5:30 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Mike Razavi, can be reached at (703)-305-4713.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the group receptionist whose telephone number is (703)-305-4700.

**Motilewa Good-Johnson**  
**Patent Examiner**  
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**MATTHEW LUU**  
**PRIMARY EXAMINER**